

# Tools & Resources

**Best Workplaces for Commuters<sup>SM</sup>** is a voluntary partnership program co-sponsored by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Transportation (DOT) to promote commuter benefits that reduce traffic congestion, employee stress, and air pollution. By meeting a *National Standard of Excellence* in commuter benefits, you can earn the distinction of being recognized as one of the Best Workplaces for Commuters<sup>SM</sup>. Best Workplaces for Commuters<sup>SM</sup> gain access to a suite of tools and resources, described in the following pages, to help them enhance existing commuter benefits and create new ones that attract and retain the best and the brightest employees.

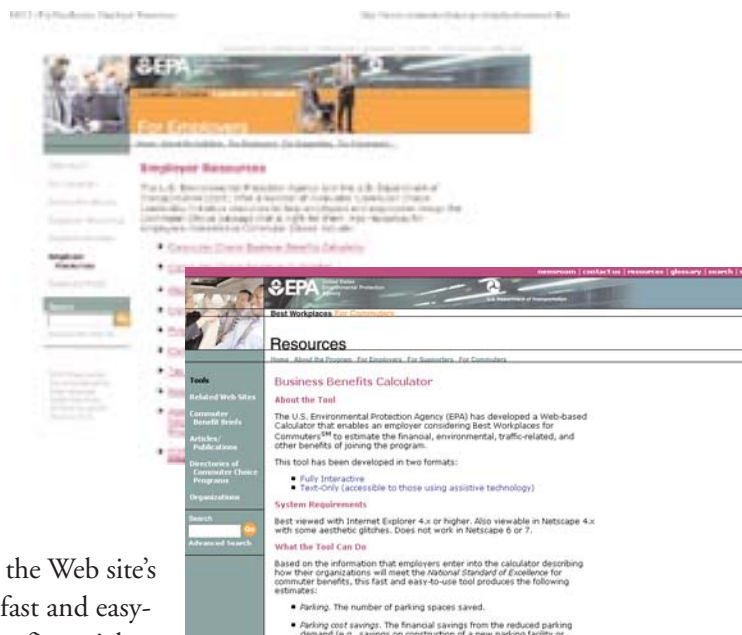
## Best Workplaces for Commuters<sup>SM</sup>

The Best Workplaces for Commuters<sup>SM</sup> Web site contains a wealth of online resources for program participants, including:

- How to join
- Benefits of the program
- Partner profiles
- Success stories
- Fact sheets
- Case studies
- Press kit
- FAQs

Interested employers can also use the Web site's **Business Benefits Calculator**. This fast and easy-to-use online calculator estimates the financial, transportation, environmental, and other benefits of offering commuter benefits. By entering a few details about a set of benefits, employers can quickly estimate:

- Total financial benefits
- Employee savings and productivity
- Traffic reduction
- Environmental benefits
- Energy security



## Commuter Benefits Seminar

EPA and the American Management Association offer a 1-day course, "Developing and Implementing a Commuter Benefits program—Best Practices for the Best Results." This course is offered to prospective Best Workplaces for Commuters<sup>SM</sup> and other local key stakeholders in locations around the country. Participants learn how to build cutting-edge commuter programs that benefit local communities, the environment, and employee performance. Topics covered include:

- Gathering and analyzing data
- Identifying local commuter resources
- Setting up a program
- Marketing benefits to employers
- Evaluating program performance

## Phone Forums

Available exclusively to Best Workplaces for Commuters<sup>SM</sup>, phone forums, moderated by EPA staff, feature experts discussing the latest developments in the fields of transportation and commuting benefits. The forums facilitate the exchange of information and ideas among transportation demand management experts and commuter benefits administrators at the local, regional, and national levels.

*"The phone forum provides a great exchange of information. It offers a welcome chance to hear what others are considering."*

—David Harrison,

MetroVanPool



## Commuter Benefits Briefs

Employers often need an in-depth, technical resource on a specific commuter benefit to reference when creating or enhancing a commuter program. To

meet this need, we have developed a series of Commuter Benefits Briefs. These briefs are written in an easy-to-follow, question-and-answer format and address:

- Tax benefits
- Transit and vanpool benefits
- Vanpool programs
- Parking cash-out benefits
- Telecommuting/telework benefits
- Emergency ride home programs
- Carpool incentive programs
- Marketing commuter benefits to employees

Commuter Benefits Briefs are available in PDF format online at <[www.bwc.gov/resource/benefits.htm](http://www.bwc.gov/resource/benefits.htm)>. Hard copies may also be requested by calling the Best Workplaces for Commuters<sup>SM</sup> Hotline at 888 856-3131 or e-mailing <[bwc@epa.gov](mailto:bwc@epa.gov)>.

## Networking Opportunities

Whether large or small; urban, suburban, or rural; local or national; or experienced or new to commuter benefits, employers will gain valuable insights from the Program's networking opportunities. With more than 1,500 employers currently meeting the *National Standard of Excellence* for commuter benefits, the program's network brings out information, lessons learned, and tricks of the trade so that all can benefit. For example, we sponsor workshops at national conferences and regional forums, creating numerous opportunities for employers to speak and meet about their commuter pro-



grams. In addition, all Best Workplaces for Commuters<sup>SM</sup> automatically receive a monthly e-mail publication that promotes the latest highlights of the program. Direct employer-to-employer informal information exchange is encouraged.

## Public Recognition and Media Assistance

Successful commuter programs deserve to be recognized, and providing recognition to employers who meet the *National Standard of Excellence* is fundamental to this program. Best Workplaces for Commuters<sup>SM</sup> are recognized with an honorary certificate from EPA and DOT at national and regional events for being commuter-friendly and environmentally responsible.



Employers are also recognized in marketing materials and on the Best Workplaces for Commuters<sup>SM</sup> Web site, where photos and banners highlight recent program events and outstanding efforts of employers.

Of course, all employers who meet the *National Standard of Excellence* are encouraged to use the phrase "Best Workplaces for Commuters<sup>SM</sup>" in their recruitment and advertising campaigns. It demonstrates commitment to a commuter-friendly workplace, the local community, and the environment.

EPA also helps employers gain positive local media coverage of their commuter benefits programs. For example, during the launch of the first annual list of San Francisco's "Bay Area's Best Workplaces for Commuters," 17 news articles and 5 television spots highlighted many local employers offering outstanding commuter benefits packages as a result of EPA media outreach efforts.

*"Participating in the program is a two-way street for us—we receive national recognition for our local efforts and we get great ideas on how to enhance our program further."*  
—Jan Ward,  
City of Boulder

photos on this page and opposite page by  
Amy Duntley, Classic Photography and Imaging, Inc.

# Best Workplaces for Commuters<sup>SM</sup>



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## Technical Assistance

Every employer designated as a Best Workplaces for Commuters<sup>SM</sup> is assigned an Account Manager, who serves as a single point of contact to keep program administration easy. Account Managers are available via phone, fax, and e-mail to answer questions, help access resources, and provide new information on commuter benefits and program developments. With this dedicated service, employers will always have the attention they need to keep their commuter benefits programs state-of-the-art.

*"By joining the program, we're part of a growing national network of commuter choice leaders. Tapping into the technical assistance provided through the program adds value to our university."*

—Brian Shaw,  
Emory University



## Tools and Resources

- Web site
- Commuter benefits seminar
- Phone forums
- Commuter Benefits Briefs
- Networking opportunities
- Public recognition and media assistance
- Technical assistance

## For More Information

Call the BWC Hotline at **888 856-3131**

E-mail us at  
**bwc@epa.gov**

Visit our Web site at  
**www.bwc.gov**



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We want to be your business partner. Tell us what tools or materials can help you get the most out of your commuter benefits program.